



PUBLICITY

THE man who spends his money to get your business is pretty apt to treasure it after it has been acquired. He asks your patronage because he wants it—not once, but continuously. In order to hold it, he realizes he must please you and satisfy you in quality, in service and in value, and he provides his merchandise with that dominant idea in mind. He watches your interest, he watches his business, he is enterprising and ambitious to grow. In order to grow, he knows he must deal in good will and the factors that develop good will. He declares that policy and that endeavor when he advertises.

"Why don't you advertise?" asked the editor of the home paper, "Don't you believe in advertising?"

"I'm agin' advertisin'," replied the proprietor of the Racket Store. "It keeps a teller too darn busy. I advertised once in the newspaper about ten years ago, and I never even got time to go a-fishin'."

The man who advertises commits himself to good service, good quality and good value. He deserves your patronage because he has prepared himself to deserve it.

The West Virginian

